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ABOUT US

You may have noticed, the NHF Newsletter has a new name and a new look. *GivingMatters* will be published three times a year and will be eight pages rather than the previous six. The new name is a reflection of the two purposes of the newsletter: to share with you the latest news in our efforts to raise funds for hospice care, and to give us an opportunity to tell you, our supporters, that all of the many ways in which you Give to the National Hospice Foundation Matters. We hope you enjoy the new format, and we'd love to hear your feedback!

The Elizabeth Hospice Honors its Founder by Naming a Space at the National Center for Care at the End of Life

Hospice pioneer, Betty Bulen, has dedicated much of her life to supporting hospice care on the local and national levels.



The Elizabeth Hospice Founder, Betty Bulen, a consummate hospice educator and advocate.

Another hospice provider has joined the ranks of major donors who have contributed to the five-year \$10 million Campaign for the National Center for Care at the End of Life. The Elizabeth Hospice of Escondido, California has named an Education Office in honor of its founder, Elizabeth "Betty" Bulen.

After reading an article in *Parade Magazine* in the 1970's about Dame Cicely Saunders, Betty Bulen, a nurse committed to connecting with patients, was inspired to recruit her friends to join her in creating a hospice program in Escondido, CA.

The 50 people who responded to her call to action became the foundation of today's The Elizabeth Hospice.

Because the program was an all-volunteer organization, Betty wore every conceivable hat. She was chief volunteer coordinator, nurse, executive director, public relations director, and grant writer. But she has always been an educator

at heart and spent much of her life teaching the community and health care professionals about the concepts of pain and symptom management.

She also put these skills to use in helping to develop the Medicare Hospice Benefit.

The Education Office named in honor of Betty Bulen is used by the National Center to conduct online and virtual educational activities, including webinars, instructor-led courses, virtual conferences, and online courses. "Given Betty's deep commitment to education, we felt this was a perfect space to bear her name," said Laura Miller, chief executive officer of The Elizabeth Hospice.

To learn more about the Campaign and naming opportunities, visit www.nationalhospicefoundation.org/files/public/Campaign/NAMINGRIGHTS.pdf, or contact Heather Slack-Ratiu at 703-837-3155 or hslackratiu@nationalhospicefoundation.org.



Members of the Education and Engagement team, Emil Zuberbueller, Cozzie King, and Barbara Bouton meet in the Office of the Manager, Professional Development which will recognize The Elizabeth Hospice and Bulen.

NHF Announces the 2012 National Memorial Race and Spotlight Races



The evening before the 2011 Marine Corps Marathon, the team of runners enjoyed a pre-race reception at the National Center for Care at the End of Life.

You can find the perfect race this year!

We are thrilled to give you the line-up of special Run to Remember races this year. You can still run “any race at any pace.” However, this set of premier races will have large hospice teams. Most will offer the opportunity for “post-close” entry. Since these are extremely popular events, they can be hard to get into. But, by running for Run to Remember, runners can gain entry.

The National Memorial Race

After careful consideration of the competition, NHF designated the Medtronic Twin Cities Marathon as the 2012 National Memorial Race. The marathon will be held on October 7 in Minneapolis-Saint Paul. The race is called “The Most Beautiful Urban Marathon in America®” and boasts 26.2 miles of parkways, lakes, rivers, and tree-lined boulevards.

Run to Remember will provide outstanding support to any runner planning to participate in the race, including a pre- or post-race event in the Twin Cities and lots of advice and support along the way.

Registration for this race opens February 12. To register, visit www.tcmevents.org/events/medtronic_twin_cities_marathon_weekend/marathon/registration/. And then, register with Run to Remember at www.runtoremember.org

Spotlight races

- **The ING Miami Marathon** and Half Marathon on January 12. Miami’s palm tree lined boulevards and balmy ocean breeze are the perfect backdrop for your winter race.
- **The New Jersey Marathon** at the Shore on May 6. NHF is an Official Charity Partner of this 1-loop course marathon with beautiful ocean views. It’s flat and so a great race to qualify for Boston.
- **The Bourbon Chase Relay** on September 27-28. For the third year in a row, the National Hospice Foundation/Run to Remember is an Official Charity of this overnight relay through Kentucky. Each team of 12 runners (plus a support van driver) races to complete the 200-mile course.
- **Bank of America Chicago Marathon** on October 7. A premier marathon, the Bank of America Chicago Marathon is the second largest marathon in the U.S. Due to its popularity, registration closes very quickly.
- **The Nationwide Insurance Columbus Marathon** on October 21. According to Running USA, the Nationwide Better Health Columbus is consistently one of the 25 largest marathons in the United States.
- **The Marine Corps Marathon** on October 28. Take to the streets of Arlington, Virginia and Washington, DC next fall for “the People’s Marathon” —one of the premier marathons this nation offers.



Father-daughter team Bill and Kristy Pepple don their RTR shirts honoring their loved one for the Rock’n’Roll Chicago Half Marathon.

If you run with Run to Remember, NHF will provide you with:

- A high-tech Run to Remember running shirt suitable for race day, printed with the name of your loved one(s) on the back
- Full online training and fundraising support
- An individual fundraising web page you can customize with a photograph and your story, to make fundraising easy
- The opportunity to direct 50% of your fundraising efforts to the local hospice program of **YOUR CHOICE**—perhaps the organization that touched your life!
- Regular emails packed with fundraising tips, training advice, inspirational support, and encouraging experiences to keep you on the path to marathon success
- **A lasting memory** of a journey honoring your loved one

To learn more about how to register for these races, visit: www.runtoremember.org/i4a/pages/index.cfm?pageID=3353

Add Special Meaning to Your Gifts

Show the ones you love that you really care. This Valentine's Day, make your gifts extra special! Each time you make a purchase from one of these vendors, they will donate \$10 to the National Hospice Foundation.

ProFlowers®

personal
creations.com

red ENVELOPE®

CHERRY MOON FARMS®



Or if gift cards are what you're looking for, TisBest Charity Gift Cards allow the recipient to make a donation to one of 250 national charities, including NHF!

www.nationalhospicefoundation.org/TisBest

Remember also to purchase your greeting cards through Cards for Causes, and 20% of your purchase will go to The National Hospice Foundation! www.cardsforcauses.com. They offer cards for every occasion!

These programs will run through 2012 so include NHF for all holidays to add special meaning to your gift purchases.

www.nationalhospicefoundation.org/Shop

A Simple Way to Give Back to Celebrate a Loved One and Express Gratitude for Your Family's Positive Hospice Experience

Make a decision today to make a gift tomorrow

One of the most popular ways to make a legacy gift is to remember NHF in your will or living trust. This is very simple, can be included at any time, and costs you nothing during your lifetime. Or if you already have a will or living trust, have your attorney add the language in a codicil, or amendment.

How to name us in your will

Sample Language and Tax ID

"I give and bequeath to the National Hospice Foundation, a not-for-profit organization incorporated in the Commonwealth of Virginia, with business address of 1731 King Street, Alexandria, VA 22314, and with a tax identification number of 54-1586967, _____ [describe the asset—i.e. gift amount, percentage, etc.] for the National Hospice Foundation."

- You can specify an amount. Creating such a bequest is as simple as adding this statement to your will: *I bequeath the sum of _____ dollars to the National Hospice Foundation.*
- You can specify a particular asset, such as securities, real estate, tangible personal property (valuable works of art, etc.). Including such a statement: *I bequeath _____ to the National Hospice Foundation.*
- You can designate a percentage of your estate rather than a specific amount and your gift to NHF can grow along with your estate. Such language could read: *I bequeath to the National Hospice Foundation, an amount equal to _____ percent of the net value of my estate.*
- You can ensure your wishes for family and friends are first met. Simply specify that NHF is to receive or share in the rest and residue of your estate as suggested: *I bequeath to the National Hospice Foundation, all the rest, residue, and remainder of my estate; OR _____ portion of the rest, residue and remainder of my estate.*
- You can ensure your assets pass to beneficiaries of your choice, should unforeseen circumstances occur, such as an intended beneficiary's predeceasing you. Sample language for consideration is: *If _____ predeceases me, I give such property to the National Hospice Foundation.*

To learn more about NHF's estate planning opportunities, please visit our website

www.nationalhospicefoundation.org/i4a/pages/index.cfm?pageID=336

Would you consider becoming a member of The Legacy Society? If you have already included NHF in your estate plans, please let us know so that we can give you the special thanks you deserve. As well, if you prefer to be included as anonymous, we certainly will respect your privacy and oblige.

As always, it is our pleasure to help you and your advisors. For a confidential conversation, without any obligation, please contact, Heather Slack-Ratiu in our Planned Giving Office at 703-837-3155 or hslackratiu@nationalhospicefoundation.org

200 Miles, Two Days, One Night, 40 Volunteers

Hospice comes out strong for the Bourbon Chase

Imagine running through the hills of Kentucky in beautiful fall weather. Now imagine running for 200 miles...over two days and one night. That's what it takes to run in the Bourbon Chase Relay, an annual race in Lexington, Kentucky. The good news is that the distance is shared by a team of 12 runners, each running three legs of the race.

In 2011, hospice made a big splash at the Bourbon Chase. A record number of six teams ran to benefit hospice. Together, they raised \$37,007.

In addition, volunteers from Hospice of the Bluegrass served a major part in making the race a success. Forty hospice representatives, including volunteers and staff helped with event. They helped with set up and race logistics. But, the most rewarding volunteer task was cheering runners as they crossed the finish line.

"We stood in awe at the finish line," at the achievement of the runners, said Katherine Pinero, Community Resource Coordinator of Hospice of the Bluegrass, adding that everyone involved is committed to participating again next year. "Next time, though, many of us will be running!"



Volunteers from Hospice of the Bluegrass handing out water to runners during the Bourbon Chase.



Colin visits with staff of Bear Paw Hospice in Havu, Montana, some of the many gracious supporters he has met along his journey

Colin Skinner Continues His Journey for Hospice

Picking up on the exact mile marker where he left off in 2009, Colin Skinner is making his way across the United States to raise awareness of hospice.

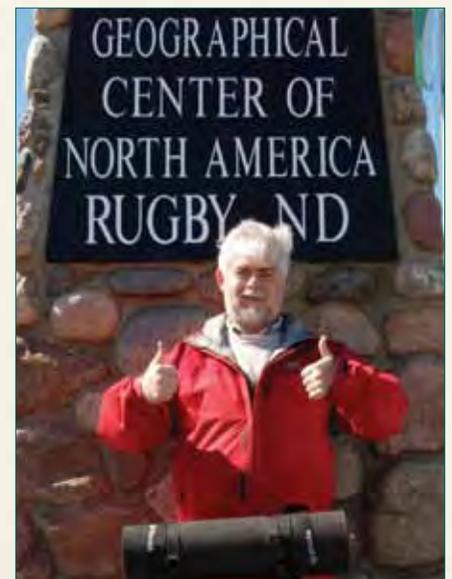
"It's not what you know, but who you know. That's what matters," according to an excerpt from Colin Skinner's blog. Skinner is walking across the United States to get people talking about hospice. And he's doing just that. His journey began in August of 2009 in New York City. During the first leg of his quest, he made it as far as Minot, North Dakota, collecting friends and donations along the way.

This September, Colin put on his backpack, plugged in his iPod (a technological upgrade from 2009!) and hit the pavement again, exactly where he left off: mile marker 283 on Route 2 in Minot, North Dakota. Braving pounding rain, 60-mile-per-hour winds, voracious mosquitoes, and biting cold. Colin is making his way to San Francisco one step at a time.

His journey is enlivened and made possible by the kindness of hospices along the way, and the staff that make sure he has places to stay—sometimes the floor of a church or the sofa of a kind hospice employee or volunteer—and a good meal to eat. In addition to the new friends he collects along the way, Colin continues to cross paths with those he met on his adventure 21 years ago.

Colin's stops often include a visit with a local newspaper or radio reporter, which gives him a chance to tell his story and spread the word about the benefits of hospice.

Colin expects to reach San Francisco by mid-February. Follow his blog at www.nationalhospicefoundation.org/colin.



Colin gives two thumbs up as his journey brings him to the geographical center of the continent, Rugby, ND

Co-Workers' Discussions Lead to Personal Connection and a Spiritual Journey

Lives are touched in Ethiopia and Ecuador through their generosity

This is the story of two co-workers, Merikokeb Wondafrash and Walter Swenson. Their assignment to a shared office here at the National Center for Care at the End of Life has had remarkable consequence. Their discussions have led to a profound personal connection. They say they would even describe it as a shared spiritual journey.

Merikokeb is NHPCO's website associate manager. She has been on staff for seven years. Walter serves as a quality and regulatory coordinator in NHPCO's Office of Health Policy. He has been with NHPCO for three years. In early 2011, they were assigned a roomy office on the first floor. As any "roommates" will do, they would chat on downtime and began to get to know each other.

The First Gift

In August of 2011, Merikokeb was slated to travel home to Addis Ababa, Ethiopia for her younger sister's wedding. Merikokeb and her husband immigrated to the U.S. 17 years ago. Having heard about her impending trip, and thinking about the human need in Ethiopia, Walter decided he wanted to give Merikokeb \$50 to give away.

Fate intervened in two ways. First, Walter, distracted by planning his upcoming wedding, had yet to follow through with what they had discussed. And then, the day before Merikokeb was to leave, an earthquake struck the East Coast of the U.S., literally rocking the National Center for Care at the End of Life and everyone in it. That afternoon, as most of the staff raced to get home,

Merikokeb and Walter stayed behind. Merikokeb was working on finishing up some important website work.

Walter was also busy. He was putting \$5 bills into envelopes, and handwriting notes of encouragement to the unknown recipients. He gave them to Merikokeb. When she protested, "This is too much," he simply said, "This is an opportunity to touch someone else's life. I don't get this kind of opportunity often. Please take the money."

In Addis Ababa

At her sister's wedding, Merikokeb spoke with another guest about Walter's gift and how she needed to find a good organization to give it to. This man suggested an orphanage run by Mother Teresa's order.

Merikokeb, her husband, daughter, and another sister, all set about driving through Addis Ababa, trying to find the facility, at no avail. For four hours they drove around, asking for help, but no one seemed to know where it was. Finally, a woman gave them directions to a location in the middle of the city.

There were absolutely no markings, no signs. They started knocking on doors. On the third try, they found it. Merikokeb says, "The nuns were at prayer, so we were invited back in two hours. I wanted to see this place for myself, to make sure Walter's money was getting into the right hands."

When they returned, Merikokeb and her family were stunned. They had expected to find a small building behind the guarded door, with perhaps 6 to 10 children. What they discovered instead amazed them. "It was a very large place,



Merikokeb Wondafrash and Walter Swenson share an office—and a passion for making a difference.

Merikokeb, serving over one thousand people, from newborns to the elderly," explains Merikokeb. "There were men, women, and children, some in wheelchairs. Most of the residents had been abandoned by their families. It was incredibly clean. I have never seen a place so clean, especially in contrast with the rest of the city which is smelly and dirty."

After the tour, Merikokeb asked if they did any publicity to get donations. The nun answered simply, "No. We just pray. And people like you knock on the door." It was then that Merikokeb told Walter's story. The nuns prayed for Walter all that week, in gratitude for this generous gift from a man they had never met.

Merikokeb returned to the States, and her job, a changed woman. She told Walter, "You changed my life. If you had not given me that money, I would never have found that place. I would never have known what kind of need exists. I knew there were poor people in my home country, but this was a whole different level."

(continued on page 6)

Merikokeb and Walter are shining examples of personal philanthropy, making a difference



Ecuador

Ethiopia

(Co-Workers' Spiritual Journey continued from page 5)

The Second Gift

Walter says, "When she came back and told me the amazing story of her search for the home for the needy, and what the nun said about how they pray for help, that gave me chills. I had written in each note, 'May you find strength and comfort in Jesus Christ' because my faith is such an integral part of my life. Hearing what the nun said has strengthened my faith further. It's clear prayers are being answered."

Then it was Merikokeb's turn to give! Walter's new wife, Daniela, has family living in Ecuador who came to the United States for their wedding. Merikokeb gave Walter money for them to take home with them upon their return and give away however they wanted.

Walter says, "When my wife's family returned to Ecuador, her grandmother and mother sought out a few individuals

they saw regularly on the streets. One man is blind and homeless; he was extremely grateful for the money. Another man makes tables and sells them near the presidential palace. He carries these tables up a big hill every day on his back. Some days he doesn't sell any and has to carry them all down again.

They gave him money as well."

An Ongoing Endeavor

Moved by their own examples of connection across continents, Merikokeb and Walter are inspired to share their story with others. Walter says, "We want to motivate others to think about how they can give when they travel so we have created a website called 'The Gift of Travel' www.thegiftoftravel.net. People can go to this site to share their own stories of things they have done or plan to do in the future and to read about other people's experiences. We hope that this site will serve as inspiration for others to give to those who are less fortunate."

J. Donald Schumacher, president and CEO of NHPCO and NHF says, "Merikokeb and Walter are shining examples of personal philanthropy, making a difference where they can. I am so proud that they work with us here at the National Center."



Guests enjoyed the sounds of Sené Africa at the successful fundraising event for FHSSA.

Successful Fundraising Event, From San Diego to Africa, Raises More Than \$50,000 for FHSSA

With 200 guests and great San Diego weather, this year's FHSSA fundraising event, *From San Diego to Africa*, at NHPCO's Clinical Team Conference was a big success. Conference attendees, board members, and special guests mingled, danced, and bid on over 100 auction items, which included authentic African treasures and a safari trip in South Africa. The grand total raised to support FHSSA was \$51,487.

An exclusive VIP reception was held for top level sponsors with a beer tasting from Stone Brewing Co. Guests enjoyed learning about and sampling beers not available to the public.

As they moved to the Tiki Pavilion for the main event, guests were greeted with the sounds of Sené Africa, a group originally from Senegal and gaining much recognition in the San Diego area. Drums, guitar, and a traditional African kora filled the air and set the stage for a wonderful evening.

NHF and FHSSA are grateful for all of the sponsors for their generous support.

2012 National Hospice Foundation Gala

Celebrating the Women of Hospice

A Salute to Heroines and Humanitarians

Friday, March 30, 2012

Gaylord National Resort & Convention Center
National Harbor, Maryland



NHF Trustee Receives Lifetime Achievement Award

Eleanor Clift, NHF Trustee since 2006, received a Lifetime Achievement Award from the National Association for Home Care and Hospice (NAHC) Foundation in October 2011. The award was presented during NAHC's fall meeting in Las Vegas in recognition of her long-standing commitment to improving care at the end of life.

Clift is a political commentator who serves as a contributing editor for Newsweek Magazine and a regular panelist on the syndicated talk show, The McLaughlin Group. NHF congratulates Ms. Clift on this prestigious and well-deserved recognition.

Eleanor Clift, NHF Trustee since 2006, is recognized with a Lifetime Achievement Award for her dedication to improving care at the end of life.

Special thanks to those who have made gifts and/or pledges to the Campaign for the National Center for Care at the End of Life (as of December 10, 2011)

\$100,000 and above

Paul (posthumously) and June Ebensteiner

**Good Shepherd Hospice
Haven Hospice**

Hope Hospice and Community Services

LifePath Hospice

The Morfogen Fund for Arts and Education

The Staff of NHPCO and Affiliates

Suncoast Hospice and Suncoast Solutions

Family LifeCare

Cathy Gibney

Glatfelter Insurance Group

Home Healthcare Solutions

HospiceCare of Boulder and Broomfield Counties

Hospice By The Bay

Hospice of the Bluegrass

Hospice of the Miami Valley

Hospice of the Valley

Hospice of the Western Reserve

Cami and Brad Hunter

Jonathan Keyserling

Jay Mahoney

John Mastrojohn III and

D. Michael Davids

Jeannee and Mike Martin

Galen Miller and Bob Ward

Mark Murray

San Diego Hospice and the Institute for Palliative Medicine

J. Donald Schumacher

Cindy Hasenzahl Susienka

\$10,000-\$99,999

Beacon Hospice

Eleanor Blayney

Matthew Branam

The Center for Hospice and Palliative Care

Center for Hospice Care

The Corridor Group

Covenant Hospice, Inc.

The Elizabeth Hospice

Evercare Hospice and Palliative Care

Family Hospice and Palliative Care

*For a complete donor listing, please visit: www.nationalhospicefoundation.org/i4a/pages/index.cfm?pageid=576

What are you grateful to hospice for?

Our Facebook Friends Named Three Things Related to Hospice for Which They Are Grateful

On our Facebook page, we share information, but we also like to engage in dialogue. In November, we investigated gratitude about hospice. Here are the answers:

"Pain management, social services support, 11th hour volunteers"

"Kindness of staff, come when called, skill"

"Home, comfort, caring"

"Compassionate volunteers, supportive guidance, bereavement support"

"Comfort, peace of mind, understanding"

"Patience, understanding, perspective"

"Compassionate staff, being able to make a difference, appreciation for being alive and healthy"

Have you "liked" us on Facebook yet? Please do! www.facebook.com/NatHospFdn

Correction: In the NHF 2011 Summer Quarterly Report, an article about the National Center misreferenced donor "Home Healthcare Solutions" as "Home Healthcare Services." We apologize for this error.

www.nationalhospicefoundation.org

Learn more about NHF at

Follow our tweets at [Nhf_news](https://twitter.com/Nhf_news)



Join the conversation on Facebook!



www.facebook.com/NatHospFdn

Social Networking with NHF

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info@nationalhospicefoundation.org

*Committed to compassionate
care at the end of life*

National Hospice
Foundation



THANK YOU!

The National Hospice Foundation would like to extend special thanks to the following:

- **Erin Heramb** for editing **Colin Skinner's blog** about his walk from North Dakota to California. (You can read about his adventures—which are ongoing—at www.nationalhospicefoundation.org/colin).
- **The Nationwide Insurance Columbus Marathon** for the \$5,000 gift presented in person by race director Darris Blackford.
- **Eleanor Blayney** and **Jim Smith** for their extraordinary Run to Remember efforts this year.
 - **Eleanor**, an NHF Trustee, raised \$24,365 for the Campaign for the National Center for Care at the End of Life.
 - **Jim**, an elite athlete and good friend of NHF, raised \$17,365 in support of We Honor Veterans. (Jim will be doing even more for NHF in 2012; we will share details with you soon!)